

## AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions, and listings, of claims in the application.

### Listing of Claims:

1. (Currently Amended) A method for controlling configured to control advertising messages advertisements directed at a user comprising:
  - setting a filter to control the advertisements directed at athe user, wherein said filter includes user-established settings for rewards thresholds a reward threshold;
  - receiving advertisements, based on the user-established settings for rewards thresholds the reward threshold, at the user's personal device, wherein the reward threshold comprises a minimum level of reward such that only advertisements with a reward above the minimum level of reward are received;
  - accepting the advertisements at the user's personal device; and
  - providing the user with rewards for accepting the advertisements.
2. (Currently Amended) A method for controlling configured to control advertisements messages of a third party directed at a user of a search engine comprising:
  - permitting athe user to login to an internet service;
  - creating a user profile containing filter criteria, wherein said filter criteria include user-established settings for rewards thresholds a reward threshold;
  - reading the filter criteria, including the user-established settings for rewards thresholds the reward threshold, from the user'suser profile;
  - providing third party advertisements to the user based on the filter criteria and the user-established settings for rewards thresholds the reward threshold, wherein the reward threshold comprises a minimum level of reward such that only advertisements with a reward above the minimum level of reward are provided to the user;
  - determining if the user reviewed one or more of the third party's advertisements message; and

providing the user with a reward consistent with the user-established settings for ~~rewards thresholds~~ ~~the reward threshold~~ if the user reviewed ~~one or more of the third party's advertisements~~ ~~message~~.

3. (Currently Amended) The method of claim 2 wherein ~~a~~the user profile is created by a registered user.
4. (Currently Amended) The method of claim 2 wherein the filter criteria from ~~a~~the user profile comprises demographic profile information about the user provided by the user.
5. (Original) The method of claim 4 wherein the demographic profile information comprises static attributes.
6. (Previously Presented) The method of claim 5 wherein the static attributes comprise gender, income, profession, and family status.
7. (Original) The method of claim 4 wherein the demographic profile information comprises dynamic attributes.
8. (Previously Presented) The method of claim 7 wherein the dynamic attributes comprise the user's location, local time, and local weather.
9. (Previously Presented) The method of claim 7 wherein the dynamic attributes comprise whether the user is on work or personal time.
10. (Previously Presented) The method of claim 2 wherein the filter criteria from the user profile comprise subjects of interest to the user.
11. (Original) The method of claim 10 wherein the subjects of interest are selected by the user from a list.

12. (Original) The method of claim 10 wherein the subjects of interest are entered directly by the user.

13. (Cancelled)

14. (Cancelled)

15. (Currently Amended) The method of claim 14-2 wherein the ~~compensation is reward comprises~~ cash.

16. (Currently Amended) The method of claim 14-2 wherein the ~~compensation is reward comprises~~ tokens redeemable for goods or services.

17. (Currently Amended) The method of claim 14-2 wherein the reward threshold is adjustable by the user ~~for based on different a~~ media in which ~~each of the advertisements~~ message is delivered.

18. (Currently Amended) The method of claim 17 wherein ~~different the~~ media comprises plain text, recorded voice, live voice, graphics, streaming video, and live video.

19. (Currently Amended) The method of claim 2 wherein the reward threshold is adjustable by the user based on ~~thea~~ length of ~~each of the advertisements~~ message.

20. (Currently Amended) The method of claim 2-1 wherein the reward threshold is adjustable by the user based on the personal device receiving the ~~messages advertisements~~.

21. (Currently Amended) The method of claim 20 wherein the personal device ~~comprises is selected from the group consisting of~~ a home computer, a pager, a PDA, and a telephone.

22. (Currently Amended) The method of claim 2 wherein the filter criteria from the user comprises ~~thea~~ time of day acceptable for sending ~~advertisements~~ messages to the user.

23. (Currently Amended) The method of claim 2 wherein the filter criteria from the user comprises allowing the user to provide ~~thea~~ maximum number of advertisements ~~messages~~ allowed to be sent to said user within a designated time frame.

24. (Original) The method of claim 23 wherein the designated time frame comprises one day.

25. (Original) The method of claim 23 wherein the designated time frame comprises one week.

26. (Original) The method of claim 2 wherein the third party comprises a merchant.

27. (Currently Amended) The method of claim 2 wherein ~~sending a message providing third party advertisements~~ to the user based on the filter criteria comprises determining what ~~messages advertisements~~ to send to the user.

28. (Currently Amended) The method of claim 2 wherein ~~sending a message providing third party advertisements~~ to the user based on the filter criteria comprises determining when to send ~~messages advertisements~~ to the user.

29. (Currently Amended) The method of claim 2 wherein ~~sending a message providing third party advertisements~~ to the user based on the filter criteria comprises determining ~~the a~~ frequency acceptable to the user for receiving ~~messages advertisements~~.

30. (Cancelled)

31. (Currently Amended) The method of claim 2 wherein ~~sending a message providing third party advertisements~~ to the user comprises providing the user with a list of links in response to ~~the user's a~~ search criteria ~~of the user~~ where the links to sites offering ~~thea~~ highest reward value will be listed first in the ~~search results list of links~~.

32. (Currently Amended) The method of claim 2 wherein determining if the user accepted the third party's advertisement message reviewed one or more of the third party advertisements comprises determining if the third party's advertisement message one or more third party advertisements was displayed on the user's screen.

33. (Currently Amended) The method of claim 2 wherein determining if the user accepted the third party's advertisement message reviewed one or more of the third party advertisements comprises determining if the third party's advertisement message one or more third party advertisements was read by the user.

34. (Currently Amended) The method of claim 2 wherein determining if the user accepted the third party's advertisement message reviewed one or more of the third party advertisements comprises determining if the user visited a third party's site.

35. (Currently Amended) A method wherein a third party selects users of a search engine to receive messages of said third party's messages comprising:

retrieving user profiles, wherein said profiles include user-established settings for rewards thresholds a reward threshold comprising a minimum level of reward such that only messages with a reward above the minimum level of reward are retrieved;

comparing user profiles with criteria defined by the third party; and

sending messages to users matching whose profiles match the third party's criteria.

36. (Previously Presented) The method of claim 35 wherein said user profiles comprise a record of information for a specific user.

37. (Currently Amended) The method of claim 36 wherein the information comprises demographic profile information about of said specific user, wherein said information is provided by said specific user.

38. (Previously Presented) The method of claim 36 wherein the information comprises subjects of interest to said specific user.

39. (Cancelled)

40. (Previously Presented) The method of claim 36 wherein the information comprises a time of day acceptable for sending messages to said specific user.

41. (Previously Presented) The method of claim 36 wherein the information comprises a maximum number of messages within a designated time frame which said specific user will accept from a merchant.

42. (Original) The method of claim 35 wherein the messages comprise advertising messages.

43. (Original) The method of claim 35 wherein the third party is a merchant.

44 - 88. (Cancelled)